

# Upside Software

## Core Business

**Business to Business:** Contract management software

## Contact Information

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**Ownership:** Private. Founder is President and CEO. Founded in 2000.

## What do people in the company say?

*"Everyone has a great sense of humor, so the workday flies past."*  
~ Rob Brown, Software Development

*"I started out as a furniture assembler, now I'm a team lead."*  
~ Krissie Kildaw, Software Development

*"Working at Upside Software allows you to meet and work with clients from all over the world."*  
~ Eli Yochim, Software Development

*"Is that the smell of burning tires or are the guys making really strong espresso again?"*  
~ Toby Spendiff, Software Development

*"We have our own Hockey Hall of Fame (restricted only to Edmonton Oilers) on the walls."*  
~ Tejas Mehta, Quality Assurance

*"I can go to Oilers games and concerts at our very own skybox (at Rexall Place)."*  
~ Sumiko Morikawa, Sales Support

## What does Upside Software do?

Upside Software Inc. develops and markets automated web-based software that helps companies manage their contracts and related activities more efficiently.

Business contracts are very important in defining and managing business relationships. Businesses usually have a variety of contracts, the most important of which are between the company and its customers and/or its suppliers. Some contracts are very complex, and large companies can have hundreds of thousands of contracts.

Before contract management software, managing contracts was a time-consuming and chaotic activity, making it difficult for a company to get a complete and accurate picture of all its contracts and commitments. Yet, knowing when your customers expect their deliveries or when your payment to your supplier is due is extremely important to business operations and cash flow. A missed obligation can have penalties and may even be fatal to a business.

Upside Software's easy-to-use contract management software simplifies and automates the work related to contracts. It also effectively reduces the time it takes to negotiate contracts and helps eliminate the occurrence of erroneous payments. By giving a company more information and control of its contracts, the net benefits are saving money (in many cases in the millions of dollars), fewer missed obligations, fewer people needed to manage contracts, and significantly reducing business risks.

Any company with contracts can use Upside Software's solutions. Their target enterprise customers are Fortune 1000, Global 5000 and public sector organizations (federal, provincial/state, municipal and health care).

## What makes them cool?

**A leader:** Upside Software is a world leader in contract management software and one of the few profitable companies in this niche. According to the research group Gartner Inc., this niche will be worth \$20 billion US worldwide by 2007.

**The whole enterprise solution:** Upside Software's feature-rich product is the only one in the world robust enough to cover the contract process for very large companies from start to finish (requesting a proposal (RFP), creating contracts, managing contract requirements, processing invoices, project management, and resource tracking.)

**A product for small businesses too:** Upside Software will soon release a small business version of its product for a small and affordable monthly fee. Upside Software is the first in the market to address this sector estimated to be worth tens of billions of dollars.

**Microsoft is a customer and technology partner:** Upside Software's solutions are integrated with Microsoft Office and have a similar user interface.

**Prestigious clients:** Upside Software's customers include Microsoft, Sony Ericsson, HP, Boeing, Nestle Purina, Ingersoll-Rand, and George Washington University. Depending on their industry, customers recoup the full cost of purchasing Upside Software's products in as little as 2 months to 1 year.

**Customer control:** Upside Software's products give its customers the power and flexibility to choose which features they want turned on or off. Another industry innovation.

**History:** On a plane ride, Upside Software founder, President and CEO, Ashif Mawji, recognized the need to better manage contracts. He then invited clients, friends



### Revenue distribution for 2003

**By geography:** 95% International, 5% Canada

**By product:** 60% software, 40% consulting and support

**Revenue growth:** 1300% from 2000 to 2003. Profitable since 2001. Triple digit growth every year since 2001.

### Cool technology used

Microsoft Technologies (.NET, C#, Visual Basic, etc.), HTML, XML, JavaScript

### Scientific research interests

Automated document creation, Business Intelligence, Compliance & Risk Management, Workflow and Business Rules Automation, Microsoft Office System integration, .NET, Web Services, XML, United Nations Standardization (regarding contract management)

### Education wanted of new grads

Computer Systems, Science, Business Administration (Co-op = YES)

and acquaintances to focus groups in a Skybox at Rexall Place in Edmonton. Gathering their input as they watched hockey games, he developed the company's first product feature list.

**Awards:** Upside Software was ALBERTA'S FASTEST GROWING COMPANY (#1 for 2004), one of BRANHAM300's 25 Top Up and Comers in 2003, and Microsoft's BEST INDUSTRY SOFTWARE in 2001. CEO, Ashif Mawji, was named ERNST & YOUNG'S 2002 YOUNG ENTREPRENEUR (Prairies) and has received the QUEEN'S GOLDEN JUBILEE AWARD.

**Employee perks:** Upside Software employee perks include profit sharing, seats in the company's luxury suite at Rexall Place, RRSP matching, stock options, lots of social activities, and free DVD and Xbox rentals.

**Charity support:** Upside Software's active support of charities include the United Way, Crystal Kids, Kids Kottage, and the Alberta Heart Institute.

## What are their plans for the future?

**More global clients wanted:** Upside Software is expanding its client base into the Asia Pacific and Latin American markets. Its products are offered in every major language including Asian character sets.

**Small and medium business customers wanted:** With the introduction of its new product for small businesses, Upside Software will be looking for ways to increase awareness and sales of its products in the small and medium-sized business market.

## What kind of people work there?

Team / Departments	Positions	Current Employees	Employees Needed
R & D	Developers (Senior, Intermediate, Junior), DBAs, Build Managers, Architects	33	15
QA/Support	Quality Assurance Specialists (5 needed), Support Analysts (5 needed)	14	10
Sales & Marketing	Sales, Support Analysts, Market Intelligence Analysts, Technical Writers, Trainers	7	5
Implementation	Project Managers, Technical Implementation Specialists	13	5
Administration	Finance, Office Manager, Network Support, Operations Support, Graphics Designers	7	2
Senior Management	President and CEO, VPs, Directors	6	0
	<b>Total</b>	<b>80</b>	<b>37</b>



See Upside Software's colour ad for recruitment opportunities at front of book.